

# NAVIGATING EMERGING OPPORTUNITIES

NNPHI ANNUAL CONFERENCE

JUNE 7-9, 2010

NEW ORLEANS, LOUISIANA

## Actions to Navigate Emerging Opportunities

**Tuesday, June 8<sup>th</sup> 2010**

**9:15 - 10:15 Opening Keynote Address Judy Monroe**

- NNPHI needs to continue to educate CDC on what institutes can do in collaboration with public health departments and CDC, including the fiscal intermediary role, potential with integrating public health and primary care
- Future role of public health in a reformed system
- Follow up on “winnable battles” as outlined by CDC. Is there role for NNPHI/public health institutes in assessing where each state is at with respect to “the 6”? Look at the connection to programming, especially tobacco, nutrition, physical safety, obesity and food safety; performance management and quality improvement. Consider utilizing the “winnable battles” framework for teaching and for community meetings
- What is the role of public/constituency engagement in establishing federal agency priorities and executing planning?
- Access and monitor CDC initiatives and reach out and communicate with health departments e.g. web portals, directories
- Use strategic triangle test to evaluate plans/actions; business time – bridge gap between public health and Federally Qualified Health Centers
- Utilize template Dr. Monroe used for succinct messaging in advocacy issues. Why important? What can we do?
- Continue development of a youthful driver education program that can be used nationally and is evidence based
- Find out more about Dr. Friedan’s vision for public health
- Determine where local health departments are strong

**10:15 - 11:15 Health Resources and Services Administration Kyu Rhee**

- Look at community transformation grants
- Chronic disease crisis – primary care and public health working together for prevention. Primary care has the stories but not the policy expertise
- Examine loan repayment options in pipeline
- Opportunity for health departments to become Federally Qualified Health Centers; institutes could hold discussion with their state health department administrator and leadership of associations of local health department leaders
- Explore Health Information Technology & Health Information Exchange opportunities future with state health officer
- What is the potential for sustaining “health incubators”/collaboratories that bridge clinical care, population intervention and nonprofits addressing the State Department of Health as “population laboratories” that generate promising policies, processes and practices in the environment of “real world” complexity?
- Need stories and statistics to impact policy – put both together to make a bigger impact
- HRSA known as “access agency” Mary Wakefield adding “quality”
- Using Public Health Training Centers to educate primary and healthcare providers about public and community health
- Use social media and technology to convene partners
- Follow HHS-wide centers – healthy weight and tobacco
- Review community development plans to align with strategic goals of HRSA
- Watch the trends for cross program opportunities from HRSA
- Innovation and multi-sectoral – keep to public health institute needs for future; increase partnering with Community Health Centers in their “new” role building healthy communities; “transectorally”

- Concepts for regional training grant projects – build the curriculum
- Become involved in state’s health information exchange

**11:35 – 12:35 Health Reform and Public Health Jeff Levi**

- Need to influence the Prevention Fund now – DC lobbyists
- Work together for max funding (aka NIH) and then fight among ourselves.
- Pay attention to how health care reform will affect tobacco work
- Examine opportunities to offer policy change/advocacy training to orgs/groups in our state
- Keep track as federal opportunities are coming down the pike; Look for coming opportunities in health reform policies and funds; Look more closely at our state’s approach to implementation (or resistance)
- Opportunities to link County Health Rankings with national health reform
- Explore comparative effectiveness opportunities/roles for PHIs and especially those with Practice Based Research Networks
- What is the role of “civic engagement” and mobilization?
- Role of governmental public health as a convener in CPPW grants – how can we use our expertise in this to help bring together key parties?
- Need to stick together on advocacy for big dollar allocations from Congress; public health skills lacking in advocacy, policy, HIT training; community prevention, infrastructure, evidence based workforce are 4 areas
- Identify and quantify states public health infrastructure weaknesses
- Follow HHS Prevention and Public Health Advisory Center
- Beginning discussion on forming for community transportation proposal
- Submitting a grant application for an epi-lab grant
- Children’s Health Insurance Reauthorization Act – follow up on childhood obesity demonstration
- Pay attention to the Centers for Medicare and Medicaid Services (CMS); consider engaging them in dialogue
- Build community transformation evidence base
- Learn more about “Bright Futures”

**12:35-1:35 Public Health and Health Information Technology Amanda Parsons**

- Examine facilitators & challenges re: tobacco cessation and Beacon, etc.
- Innovate and share experiences
- Monitor this area for opportunities; better policy needed to end chaos
- Great model to seek funding for multiple policy institutes to replicate
- Develop contact for Beacon communities grant proposal
- Biomedical research model – go for the big money together and then after we have the money can disagree on how to spend it – but then get on with it – we need to define Public Health Institute role in accreditation?
- Pay attention to quality improvement activities and think about opportunities
- Learn more about supporting doctors who do not have technology – many of whom work in inner cities

**1:35-3:15 Roundtable Discussions**

- Look more closely at Community Issues Management (CIM)
- Contact OR, GA Health Impact Assessment people to learn more
- Explore opportunity for this program in our community – health dashboards
- Project/program brand vs. public health institute branding; Continue developing our institute “brand”
- Ideas for expanding local engagement with action & the County Health Rankings
- Further explore models for policy briefs – alternative methods
- Further explore models for legislative education programs – collaborative models with other institutes; become member of affinity group
- Collaborative approach – forming a formal one can provide a framework that can be useful

- Is there potential for sustaining the engagement that began with the roundtable using Go To Meeting/bulletin boards etc.
- Use of Health Impact Assessments as a tool for assessing policy impact – how can we use this tool to improve health of communities
- Amy Rossi’s insights on roles for PH Institutes on HIT
- Identify and reach out to major or active business partners
- Disseminate readiness tool for QI to MLC-3 collaboratives and local health departments
- State Obesity council – non-traditional partners?
- Explore funding sources to potentially fund acquisition of “dashboard tool”
- Follow-up meeting with institute staff on roundtable discussion
- Follow up with Michigan Public Health Institute on survey research design

**3:45-4:45 Bridging Hospitals and Community Health Ray Baxter and Kevin Barnett**

- Examine relationships with hospitals/systems across our state
- Broadening stakeholder participation in developing community benefit
- Follow up with local health systems, in particular the boards of directors- work board members to change culture and receptivity of hospitals
- Explore potential with State Medical Society and potentially State Hospital Association
- Should this conversation/discourse be broadened to include the social responsibility obligation of the for-profit hospitals and should these principles be explored with health plans (where the real money sits)?
- Having a common database and mapping capacity would bring value to NNPHI for members
- Continue conversation recently began with local hospital on collaborating to address obesity and lifestyle issues
- Ideas for work with regional systems and for targeting specific populations
- Find out about 990 schedule H requirements and possible call about work with local hospitals
- Get more aware and active about community benefit
- Investigate how hospital CEOs can be engaged/interested in public health

**Wednesday, June 9<sup>th</sup> 2010**

**9:00 - 10:00 Keynote Address Tyler Norris**

- Healthy civic life leads to healthy country/civilization
- Obesity as a whole system change problem
- Ways to link partnerships with federal policy
- Follow up on funding opportunities re: health reform
- The community health movement in Europe was/is a “political” movement; how would our efforts be advanced/hindered by such a model and to what end?
- Work to implement public policies to create new community defaults – e.g. seat belt use – in the future, a sense of importance of living in a healthy community; think more about desired outcomes and how to get there
- NOLA Health in All Policies – frame as economic issue too; city-wide advisory council
- Schedule luncheon with key sector leaders over next few months
- Review legislative priorities of various policy coalitions in terms of creating new “healthy” defaults
- Leadership so vital; build on successful movements, groups, Active Living by Design, Communities Putting Prevention to Work-roles for PHIs; Health in All Policies- keep moving as we are and bring in even more nontraditional partners

**10:20 -11:20 Breakout Sessions**

- Health Impact Assessments (HIAs) – understand and communicate Health in All Policies (HiAP) as it relates to Health Impact Assessments

- Health in All Policies – become expert go-to person in regard to community policy development. Invite yourself to be available to them! Review Health Impact Assessment and Health in All Policies tolls and framework for current community assessment projects
- Learn more about CDCs (what, where, Roles, etc.)
- Follow up with K. Bender regarding state level incentives for local health department accreditation (work group?)
- HIA as great tool for getting public health on the map with local policy makers and agencies not focused on health. I had not seen it as an outreach tool before.
- HIA – what’s the push/pull strategy required to institutionalize HIA practices? What are the limitations based on the state of the science?
- Learn more about process for incorporating health and safety in state plans – Oregon is a great example
- Must keep MATCH County Health Rankings sustained
- Public Health Accreditation Board – Reach out to state’s beta site for experience update
- Health in All Policies – status of naval support station; get involved with local redevelopment authority and master planning process; APHA Redevelopment Fact Sheet
- Learn more about local accreditation intentions
- Contact PHAB about potential vendor/agent relationship for collaboration on compliance
- Role of PHI in accreditation
- Test market for assuming business functions for other (smaller) nonprofits

**11:20-12:20 Wayne Gretzky and the Future of Public Health James Marks**

- Find out about Robert Wood Johnson Foundation Law Training Centers
- Get more Health Impact Assessment money and make it an NNPHI core expertise
- Measurement/scoring etc. is coming to public health field. We need to become experts and disseminate new measurement tools
- Develop and implement leadership opportunities for public health leaders that include all new local health officers
- Follow up reading on banking community investment – Fed Reserve
- What other strategic alliances and constituencies would we need to infiltrate and need to enlist to launch a social change agenda?
- Engage with other sectors – be at their meetings and invite to ours
- Skate to where the puck will be!
- Mind map on Health in All Policies to opportunities; revisit institute strategic plan
- Clearer understanding of Robert Wood Johnson Foundation philosophy for future funding
- Public health institute role in HIA, accreditation, County Health Rankings

**12:20-1:30 Visualizing Local Data and Tools for Change Chris Fulcher and Deryk Van Brunt**

- Participate on Community Issues Management (CIM) webinars to determine application for institute’s research
- How to best integrate County Health Rankings
- Explore CIM partnership
- Work with their website to compile info on our region
- What are the opportunities for developing communities of practice to inform further development of the CIM tool to inform system/community level options and decisions and monitor change?
- Contact Chris to express interest in GIS mapping of current projects.